

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Electoral Rolls – Summary Revision of Electoral Rolls with reference to 01-01-2011 – Payment of bill of Rs.24,12,300/- to M/s Abin Advertising Private Ltd., Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in Sakshi Telugu Daily, The Hindu & The Munsif Urdu Daily on 29-10-2010 – Sanctioned – Orders – Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 5390**

**Dated: 04-11-2010**

Read the following:-

1. Govt.Memo.No.13023/371/BG.III/2010, dt:26-05-2010 of Finance (BG.III) Department.
2. G.O.Rt.No.4335, Fin. (BG-III) Dept., dt: 13-10-2010.
3. G.A. (Elecs.E) Dept. Lr.No.3134/Elecs.E/A2/2010-7, dt:26-10-2010.
4. From M/s Abin Advertising Pvt., Ltd., Hyderabad Bill No.AD/10/146/2010-11, dt:29-10-2010.

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**ORDER:**

In the letter 3<sup>rd</sup> read above, the General Administration (Election.E) Department have requested M/s Abin Advertising Private Ltd., Hyderabad to insert the advertisement in daily news papers in Sakshi (Telugu) and the Hindu (English) and The Munsif (Urdu) newspapers on 29-10-2010 and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said daily news papers on 29-10-2010.

2. M/s Abin Advertising Private Limited, Hyderabad in the reference 3<sup>rd</sup> read above has submitted bill for an amount of Rs.24,12,300/- as advertisement charges for payment as detailed below:

The Hindu, AP Editions dt:29-10-2010 (33Cm X 25 Cms = 825 Sq.Cm.) Rate of Rs. 624 /- per Sq. Cm.)	--	Rs. 5,14,800-00
Sakshi Telugu Daily, AP Editions dt:29-10-2010 (33Cm X 25 Cms = 825 Sq.Cm.) Rate of Rs. 2,150 /- per Sq. Cm.)	--	Rs.17,73,750-00
The Munsif Urdu Daily, Hyderabad Edition dt:29-10-2010 (33Cm X 25 Cms = 825 Sq.Cm.) Rate of Rs. 150 /- per Sq. Cm.)	--	<u>Rs. 1,23,750-00</u>
Total Amount		<u>Rs.24,12,300-00</u>

(Contd..2..)

3. After careful examination, Government hereby accord sanction for payment of **Rs.24,12,300/- (Rupees Twenty four lakhs twelve thousand three hundred only)** to M/s Abin Advertising Private Limited, Hyderabad towards the cost of Press Advertisement regarding in Awareness and Publicity Campaign in daily news papers of Sakshi (Telugu) The Hindu (English) and The Munsif (Urdu) on 29-10-2010.

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 108 Issue of Photo Identity Cards to Voters – SH (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the funds provided vide G.O. 2<sup>nd</sup> read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, obtain a cheque in favour of **“M/s Abin Advertising Private Limited, Hyderabad”** and forward the same to this Department for taking necessary further action.

6. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1<sup>st</sup> read above.

7. M/s Abin Advertising Private Limited, Hyderabad shall pay the Service Tax directly to the Government.

8. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
M/s Abin Advertising Private Ltd.,  
10-2-287/1/A, Flat No.109, Vijaya Towers, Shantinagar, Hyderabad-28.  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad  
Copy to:  
The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
Finance (Expr.GAD.I/ BG.III) Department.  
SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER